

FIG. 1A

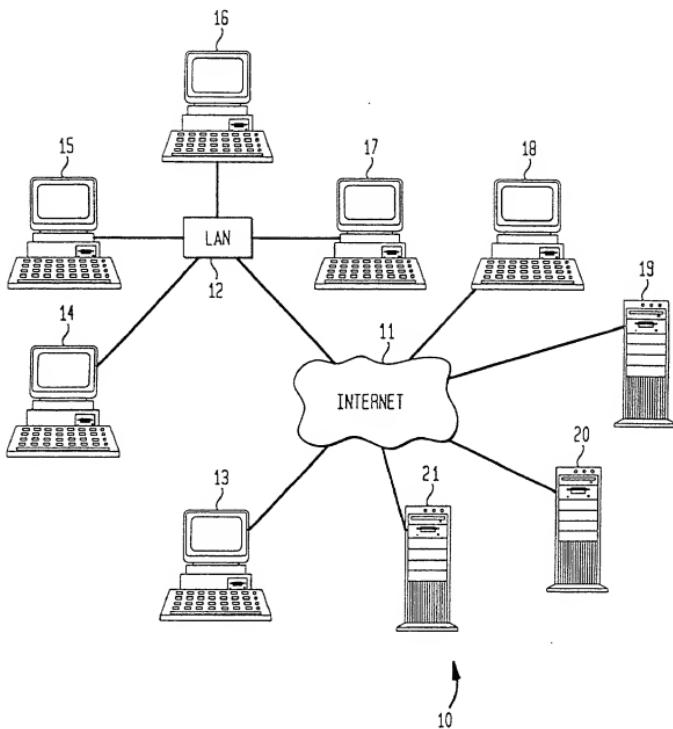


FIG. 1B

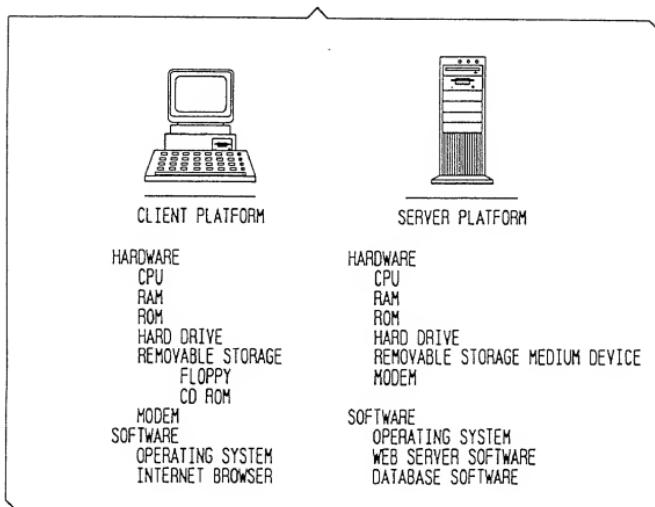


FIG. 1C

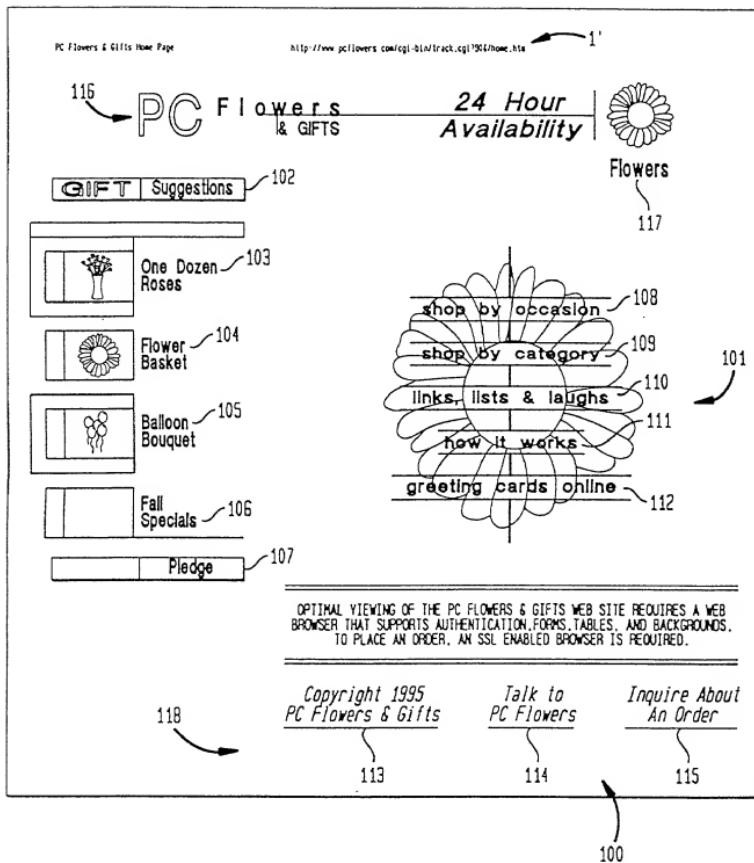
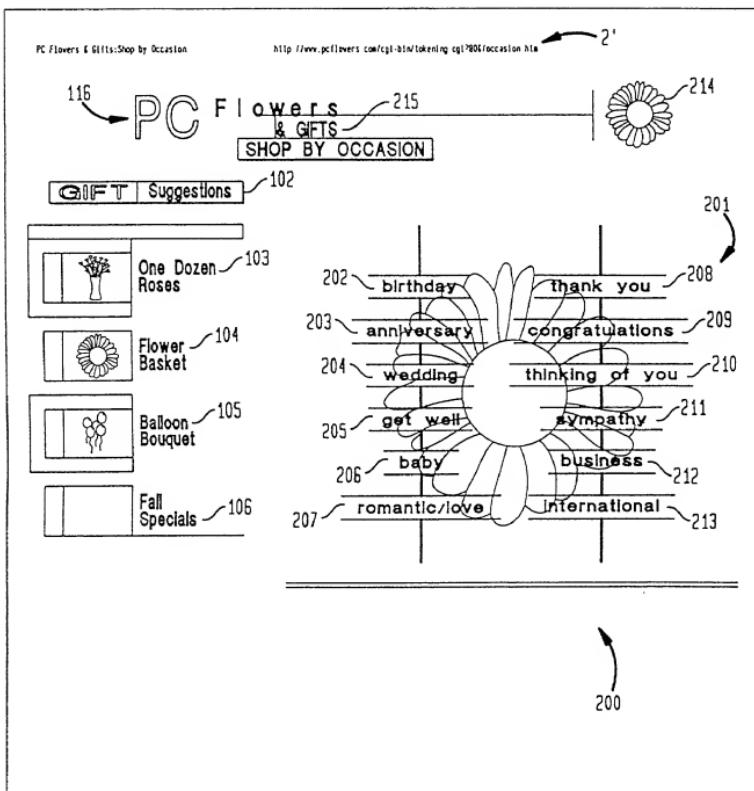


FIG. 2



09791354-024201

5/39

FIG. 3

PC Flowers & Gifts Birthday Gifts http://www.pcflowers.com/cgi-bin/lokeng.cgi?2004/s_bday.htm 3'

116 → PC Flowers & GIFTS 215 ← 214
SHOP BY OCCASION

Birthday Gifts

FTD Birthday Party Bouquet \$34.95



Start off any birthday celebration with a festive basket filled with colorful Carnations, Pompons, Daisies, Statice, Alstroemeria and greenery.

The FTD Birthday Bouquet comes complete with noisemakers and a Happy Birthday banner!

Delivery: FTD Select Florist From: FTD 301

FLOWERS 302 BOUQUETS 303

Royal Velvet Roses \$34.95-\$74.95



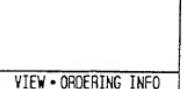
If, as the poem suggests, your love "is like a red, red Rose," only one flower will do: Royal Velvet. These are the big bright velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything "rosy." Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes twelve long stem roses.

Vase Choices: No Vase, Crystal Mikasa Vase

Delivery: 2nd Day FedEx From: Nature's Blooms

FLOWERS 302 DIRECT FROM GROWER 307

Superbatch Assortment \$44.95



Don't just give one bouquet, give a Superbatch! This vivid assortment of riotous color is actually five tremendous bunches of beautiful flowers and one enormous batch of greenery. That's enough flowers for every room in the house!

No two of these giant, field-of-flowers bouquets are exactly alike. It's the home decorator's dream come true. So many flowers, they won't know where to start! It's the largest assortment of four different flower varieties available at a wholesale price. Vase not included.

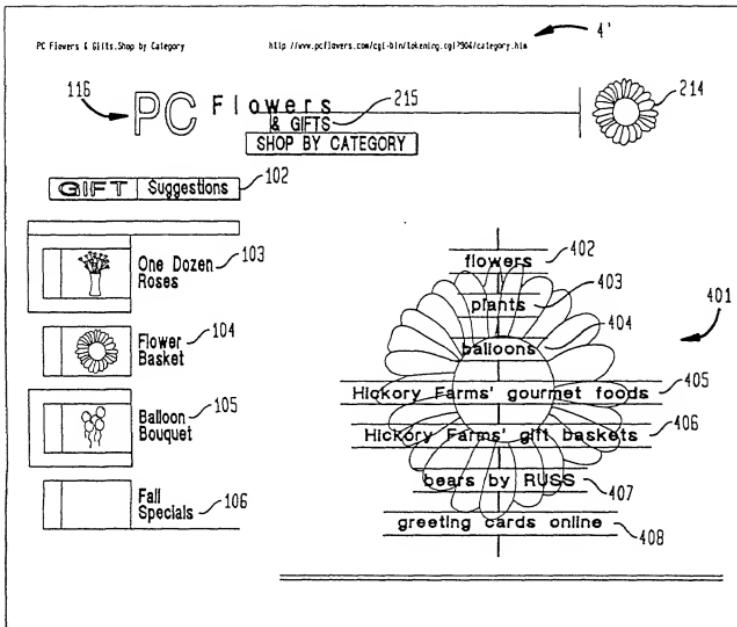
Delivery: 2nd Day FedEx From: Flowers Direct from the Grower

FLOWERS 302 DIRECT FROM GROWER 307

300 ↗

6/39

FIG. 4



7/39

FIG. 5

PC Flowers & Gifts:Balloons <http://www.pcflowers.com/cgi-bin/lotzing.cgi?800/vendor5/>

116 → PC Flowers & GIFTS
215 → 
[SHOP BY CATEGORY]

Balloons

12 Latex Balloons \$19.95

Balloon bouquets make any festive occasion a celebration!
Choose latex balloons in a rainbow of colors for bouquets that last several hours.

Delivery:FTD Select Florist From:FTD
Some Suggested Occasions Include:

BIRTHDAY ANNIVERSARY GET WELL ROMANTIC LOVE
 THINKING OF YOU

3 Mylar & 6 Latex Balloons \$24.95

Balloon bouquets make any festive occasion a celebration!
Choose latex balloons in a rainbow of colors that last several hours and shimmer printed mylar balloons that last a few weeks.

Mylar Balloon Choices:Baby Boy, Baby Girl, Congratulations,Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

Delivery:FTD Select Florist From:FTD
Some Suggested Occasions Include:

GET WELL BABY ROMANTIC LOVE THANK YOU THINKING OF YOU
 BUSINESS

6 Mylar Balloons \$29.95

Balloon bouquets make any festive occasion a celebration!
Choose shimmer printed mylar balloons for bouquets that last a few weeks.

Mylar Balloon Choices:Baby Boy, Baby Girl, Congratulations,Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

Delivery:FTD Select Florist From:FTD
Some Suggested Occasions Include:

BIRTHDAY ANNIVERSARY GET WELL CONGRATULATIONS BUSINESS

5' → 214 → 501 → 502 → 503 → 500

504 → 505 → 506

VIEW • ORDERING INFO

VIEW • ORDERING INFO

VIEW • ORDERING INFO

FIG. 6

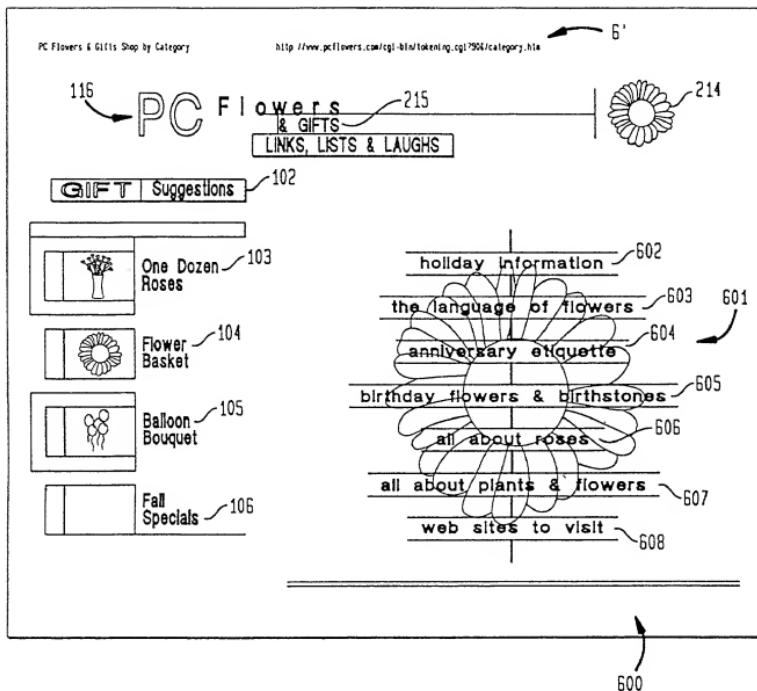
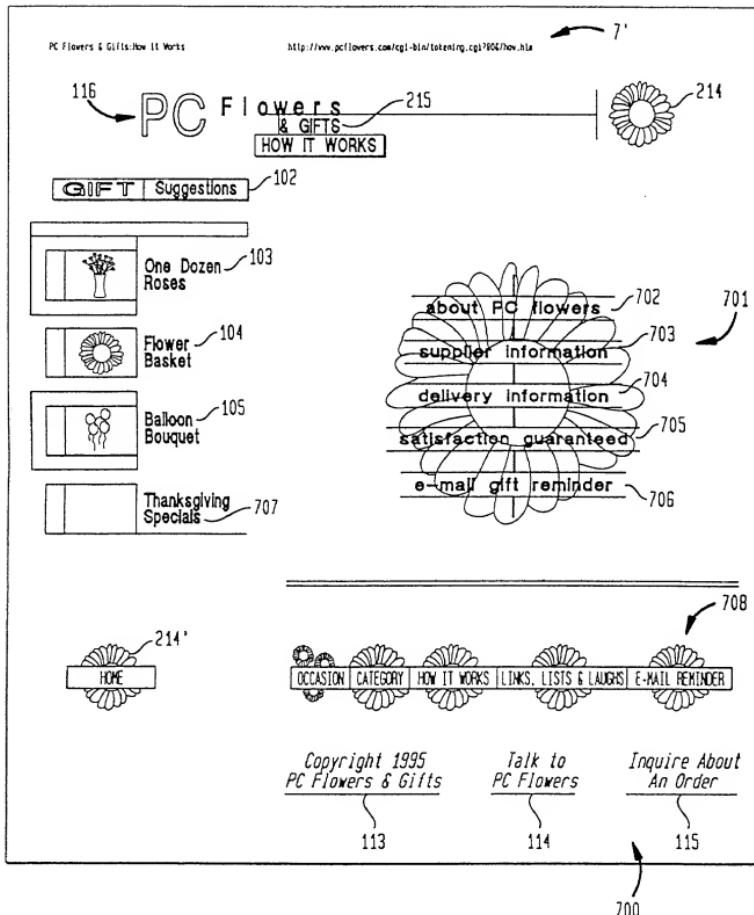


FIG. 7



10/39

FIG. 8

https://www.pcflowers.com/cgi-bin/
tokening.cgi?904/how_email.htm ~ 8'

PC Flowers & Gifts: About PC Flowers
https://www.pcflowers.com/cgi-bin/
tokening.cgi?904/how_email.htm

116 → PC Flowers & GIFTS 215 → 214
HOW IT WORKS

E-Mail Holiday Reminder

Never miss an important occasion again! With Flowers' E-Mail Reminder Service, we'll remember for you. Just choose an occasion from the list or enter your own. Our E-Mail will give you plenty of time to pick out just the right gift.

Holiday

Customized Event
Feb 14 Valentine's Day
Apr 24 Secretaries' Day
May 12 Mother's Day
May 27 Memorial Day

Custom Event

Month/Day /

EMail Address

Submit Reset

214' → HOME

214 → 708

Occasion Category How It Works Links, Lists & Laughs E-mail Reminder

Copyright 1995
PC Flowers & Gifts

Talk to
PC Flowers

Inquire About
An Order

113 114 115

800

11/39

FIG. 9

<http://www.pcflowers.com/cgi-bin/tokening.cgi?cg1-bin/tokening.cgi?904/vendor03/FR32.htm> 91

PC Flowers & Gifts: Item Information

<http://www.pcflowers.com/cgi-bin/tokening.cgi?cg1-bin/tokening.cgi?904/vendor03/FR32.htm>

116

PC Flowers
& GIFTS

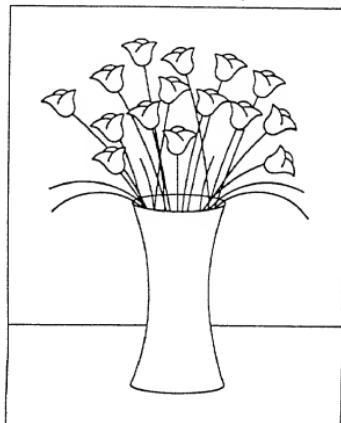
ITEM INFORMATION

214



Royal Velvet Roses

\$34.95-\$74.95



If, as the poem suggests, your love 'is like a red, red Rose,' only one flower will do! Royal Velvet. These are the big bright velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything 'rosy.' Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes Twelve Long Stem Roses.

Delivery: 2nd Day FedEx

From: Nature's Blooms

Choose Vase:

No Vase: (\$34.95) :

PLACE ORDER \$34.95

901

Crystal Mikasa Vase (\$74.95) :

PLACE ORDER \$74.95

902

FLOWERS

DIRECT FROM GROWER

BIRTHDAY

ANNIVERSARY

ROMANTIC LOVE

CONGRATULATIONS

THINKING OF YOU

900

214

HOME

OCCASION | CATEGORY | HOW IT WORKS | LINKS, LISTS & LAUGHS | E-MAIL REMINDER

708

Copyright 1995
PC Flowers & Gifts

113

Talk to
PC Flowers

114

Inquire About
An Order

115

PC Flowers & Gifts Order Form

https://www.pcflowers.com/cgi-bin/order_gen.cgi?7805AF1204/render02/ ~101

12/39
FIG. 10

PC Flowers & Gifts: Order Form

https://www.pcflowers.com/cgi-bin/order_gen.cgi?7805AF1204/render02/



214

Order Form

Personalization

Receiver's Name

Personalization Text

Closing

Sender's Name

Receiver Information

Name

Address1

Address2

City

State Zip

Daytime Phone

Sender Information

Name

Address1

Address2

City

State Zip

Daytime Phone

It is imperative that we receive your E-mail address in order to guarantee the successful processing of your order.

E-mail Address

Delivery Information

Delivery Date

/ / (Month/Day/Year)

Special Instructions

Credit Card Information

MasterCard Visa American Express Discover

Cardholder's Name

Card Number

Expiration Date

/ (Month/Year)

Place The Order

1001

13/39

FIG. 11A

<http://pathfinder.com/1157utwGASDUC1H8/welcome/>

Welcome to Pathfinder

<http://pathfinder.com/1157utwGASDUC1H8/welcome/>

AT THE
WORLD SERIES
BRAVES (2)
YANKEES (1)

Sionline

SHUFFLE THE DECK

PATHFINDER
PERSONAL EDITION

WELCOME TO THE
NEW PATHFINDER

WHAT'S NEW HELP SEARCH BULLETIN BOARDS CHAT

LATEST Poll Clinton Again Leads by Double Digits
Dole Preaches Trust, Tax Cuts in Michigan
Storm Pounds New England for Third Day

NEWS & SI NEWS CHN & PERSONAL BUSINESS

MONEY PERSONAL FINANCE CHN & PERSONAL BUSINESS

PEOPLE ONLINE TECHWATCH WITH Technically

SPORTS FROM SIONLINE HEALTH, FITNESS &

ARTS & ENTERTAINMENT

GAMES

HOME, Hobbies & FOOD

KIDSTUFF

MUSIC

READER'S CORNER

SHOPPING

SITE SEEKER INTERNET GUIDE

STOCKS, QUICK QUOTES

TRAVEL

WEATHER CENTER

← CLICK HERE! Motorola powers the products that power your life.

Free Internet

When you switch to AT&T for free
AT&T

ON OFF

11A1

11A0

FIG. 11B

<http://pathfinder.com/1157utwGASDUC1H8/shopping>

Shopping

<http://pathfinder.com/1157utwGASDUC1H8/shopping>

Stuff the Deck and See What's Inside!

GET FREE STUFF!
CATALOG SELECT

Roses @
CyberShop
PC Flowers & GIFTS

PATHFINDER PERSONAL EDITION
Click for Info!

11B4 Never miss an important occasion again!
PC Flowers' & Gifts E-Mail Reminder Service will remember for you.
No matter what the occasion, PC Flowers & Gifts E-Mail Reminder will give you plenty of time to pick out just the right gift.

11B3

VISA Switch and Save
5.9% APR NO ANNUAL FEE

ON OFF

A SERVICE OF PATHFINDER.COM

PATHFINDER HOME WHAT'S NEW HELP SEARCH BULLETIN BOARDS CHAT

Catalog Select
Cybershop
Dreamshop
PC Flowers & Gifts
PC Travel

11B2

11B0

14/39

FIG. 11C

111
http://pathfinder.pcfowers.com/ PC Flowers & Gifts Home Page Saturday, October 21, 1995

1116 → PC Flowers & GIFTS at PATHFINDER 24 Hour Availability

GIFT Suggestions 102 1116' → Flowers 117

One Dozen Roses 103 1103 → shop by occasion 108

Flower Basket 104 1101 → shop by category 109

Balloon Bouquet 105 1110 → links, lists & laughs 110

Fall Specials 106 1111 → how it works 111

Pledge 107 1112 → greeting cards online 112

Patent Pending on PCFG Private Label Program All Orders Fulfilled by PC Flowers & Gifts Inc.

OPTIMAL VIEWING OF THE PC FLOWERS & GIFTS WEB SITE REQUIRES A WEB BROWSER THAT SUPPORTS AUTHENTICATION, FORMS, TABLES, AND BACKGROUNDS. TO PLACE AN ORDER, AN SSL ENABLED BROWSER IS REQUIRED.

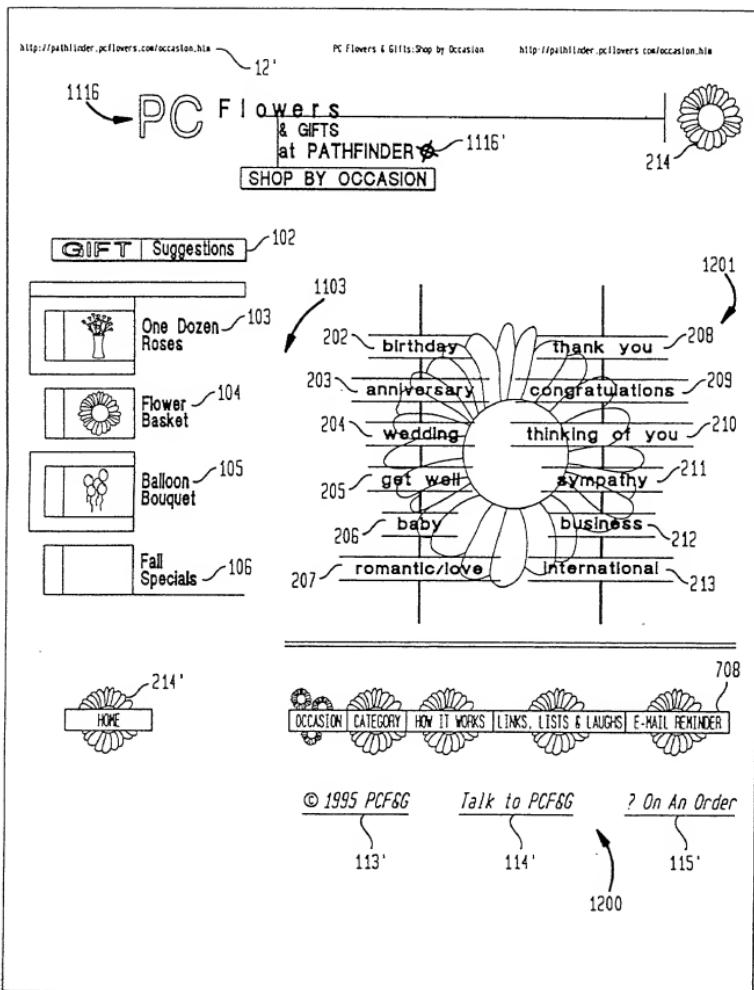
118 → © 1995 PCF&G 113' → Talk to PCF&G 114' → ? On An Order 115'

A SERVICE OF PATHFINDER.COM ◆
PATHFINDER HOME WHAT'S NEW HELP SEARCH BULLETIN BOARDS CHAT

1102 → 1100

15/39

FIG. 12



16/39

FIG. 13

13'

http://pathfinder.pcflowers.com/o_bday.htm PC Flowers & Gifts Birthday Gifts http://pathfinder.pcflowers.com/o_bday.htm

1116  **PC Flowers**
& GIFTS
at PATHFINDER **1116'**



SHOP BY OCCASION

Birthday Gifts

FTD Birthday Party Bouquet **\$34.95**

Start off any birthday celebration with a festive basket filled with colorful Carnations, Pompons, Daisies, Statice, Alstroemeria and greenery.

The FTD Birthday Bouquet comes complete with noisemakers and a Happy Birthday banner!

Delivery: FTD Select Florist From: FTD **301**

FLOWERS **BOUQUETS** **303**

Royal Velvet Roses **\$34.95-\$74.95**

If, as the poem suggests, your 'love' is like a red, red Rose, only one flower will do: Royal Velvet. These are the big, bright, velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything "rosy". Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes twelve Long Stem Roses.

Vase Choices: No Vase, Crystal Mikasa Vase

Delivery: 2nd Day FedEx From: Nature's Blooms **302**

FLOWERS **DIRECT FROM GROWER** **307**

Superbatch Assortment **\$44.95**

Don't just give one bouquet, give a Superbatch! This vivid assortment of riotous color is actually five tremendous bunches of beautiful flowers and one enormous batch of greenery. That's enough flowers for every room in the house!

No two of these giant, field-of-flowers bouquets are exactly alike. It's the home decorator's dream come true. So many flowers, they won't know where to start! It's the largest assortment of four different flower varieties available at a wholesale price. Vase not included.

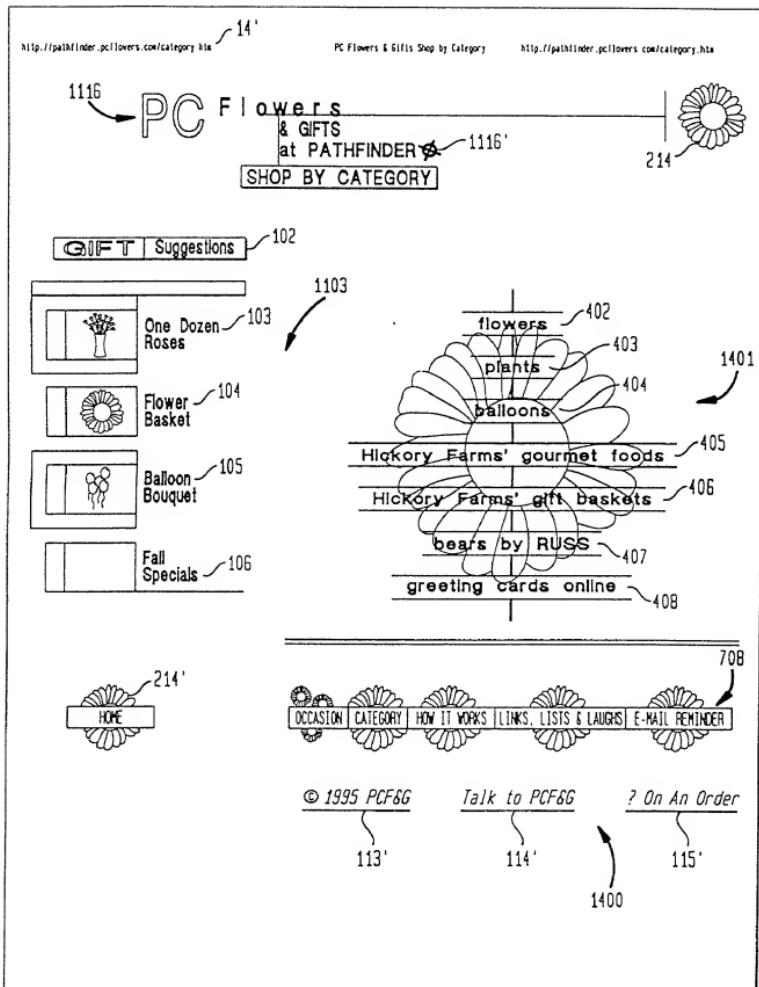
Delivery: 2nd Day FedEx From: Flowers Direct from the Grower **302**

FLOWERS **DIRECT FROM GROWER** **307**

306 **308** **1300**

17/39

FIG. 14



18/39

FIG. 15

http://pathfinder.pcflowers.com/vendor03/balloons.htm 15'

PC Flowers & Gifts Balloons http://pathfinder.pcflowers.com/vendor03/balloons.htm

1116 → PC Flowers
& GIFTS
at PATHFINDER 1116' ← 214
SHOP BY CATEGORY

Balloons

12 Latex Balloons \$19.95

Balloon bouquets make any festive occasion a celebration!

Choose latex balloons in a rainbow of colors for bouquets that last several hours.

Delivery: FTD Select Florist From: FTD

Some Suggested Occasions Include:

BIRTHDAY ANNIVERSARY GET WELL ROMANTIC LOVE

THINKING OF YOU

3 Mylar & 6 Latex Balloons \$24.95

Balloon bouquets make any festive occasion a celebration!

Choose latex balloons in a rainbow of colors that last several hours and shimmer printed mylar balloons that last a few weeks.

Mylar Balloon Choices: Baby Boy, Baby Girl, Congratulations, Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

Delivery: FTD Select Florist From: FTD

Some Suggested Occasions Include:

GET WELL BABY ROMANTIC LOVE THANK YOU THINKING OF YOU

BUSINESS

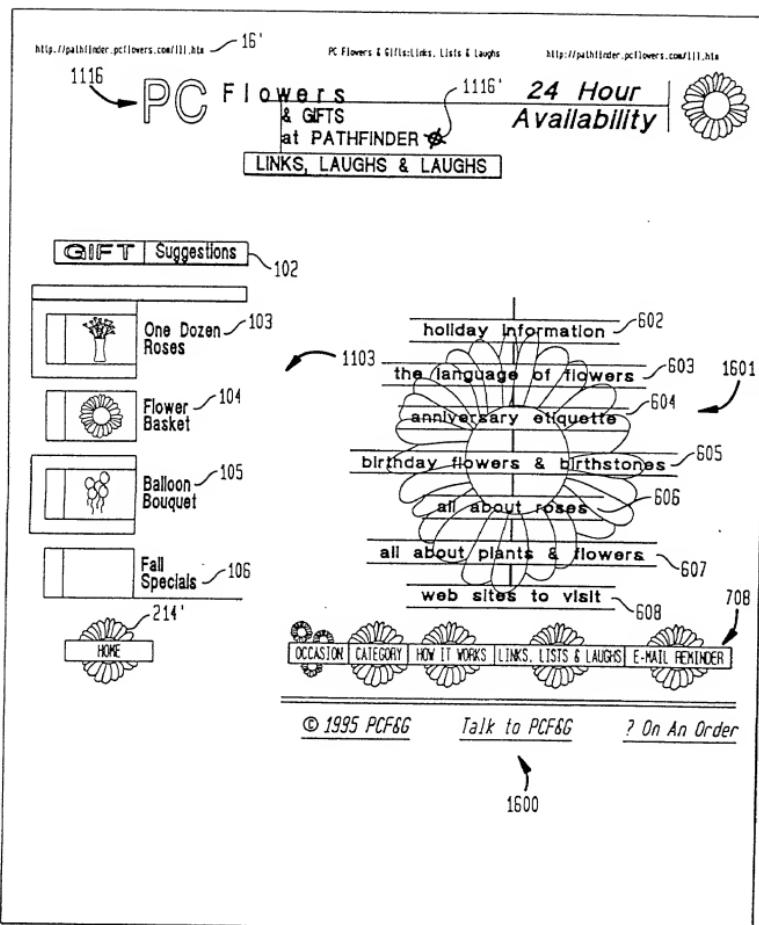
504 ← 501

505 ← 502

1500 ←

19/39

FIG. 16



20/39

FIG. 17

http://pathfinder.pcfowers.com/inquire.htm 17' PC Flowers & Gifts Order Inquiry http://pathfinder.pcfowers.com/inquire.htm

1116 → **PC Flowers**
1116' & GIFTS
at PATHFINDER \$ 214
HOW IT WORKS

Order Inquiry Form
We are currently revising our Order Inquiry form. Please send any inquiries about orders to: support@pcfowers.com 708

214'  HOME OCCASION CATEGORY HOW IT WORKS LINKS, LISTS & LAUGHS E-MAIL REMINDER

© 1995 PCFG 113' Talk to PCFG 114' ? On An Order 115'

21/39

FIG. 18

http://pathfinder.pcfowers.com/how_to_email.htm 10'

PC Flowers & GIFTS: About PC Flowers
http://pathfinder.pcfowers.com/how_email.htm

1116 → **PC Flowers**
& GIFTS
at PATHFINDER 1116' →
HOW IT WORKS 214 → 

E-Mail Holiday Reminder

Never miss an important occasion again! With our E-Mail Reminder Service, we'll remember for you. Just choose an occasion from the list or enter your own. Our E-Mail will give you plenty of time to pick out just the right gift.

Holiday

Customized Event	<input type="button" value="UP"/>
Feb 14 Valentine's Day	<input type="button" value="DOWN"/>
Apr 24 Secretaries' Day	
May 12 Mother's Day	
May 27 Memorial Day	

Custom Event

Month/Day /

EMail Address

214' → **HOME** 708' → **OCCASION** **CATEGORY** **HOW IT WORKS** **LINKS, LISTS & LAUGHS** **E-MAIL REMINDER**

© 1995 PCFG 113' → Talk to PCFG 114' → ? On An Order 115' →

— A SERVICE OF PATHFINDER.COM ◆ —
PATHFINDER HOME
1102 → 1800 →

22/39

FIG. 19A

PC Flowers & Gifts: Item Information

19' ↗ <http://pathfinder.pclowers.com/vendor93/PR12.htm>

1116 ↗ PC Flowers
& GIFTS
at PATHFINDER ↗ 1116' ↗
ITEM INFORMATION ↗ 214 ↗

Royal Velvet Roses

\$34.95-\$74.95

If, as the poem suggests, your love 'is like a red, red Rose,' only one flower will do: Royal Velvet. These are the big bright velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything 'rosy.' Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes Twelve Long Stem Roses.

Delivery: 2nd Day FedEx
From: Nature's Blooms

Choose Vase:

No Vase: (\$34.95) ↗ 901

PLACE ORDER \$34.95 ↗ 901

Crystal Mikasa Vase (\$74.95) ↗ 902

PLACE ORDER \$74.95 ↗ 902

FLOWERS

DIRECT FROM GROWER

BIRTHDAY

ANNIVERSARY

ROMANTIC/LOVE

CONGRATULATIONS

THINKING OF YOU

214' ↗ HOPE ↗

1900 ↗ 708 ↗

OCCASION ↗ CATEGORY ↗ HOW IT WORKS ↗ LINKS, LISTS & LAUGHS ↗ E-MAIL REMINDER ↗

23/39

FIG. 19B

PC Flowers & Gifts:Item Information

19' *http://pathfinder.pclowers.com/vendor03/FR12.htm*

© 1995 PCFGG

113'

Talk to PCFGG

114'

? On An Order

115'

— A SERVICE OF PATHFINDER.COM ♦

[PATHFINDER HOME](#) [WHAT'S NEW](#) [HELP](#) [SEARCH](#) [BULLETIN BOARDS](#) [CHAT](#)

1102

24/39

FIG. 20

https://www.pcflowers.com/cgi-bin/
order_gen.cgi?121423-3664/vendor93/
order_gen.cgi?121423-3664/vendor93/

1116 → PC Flowers
& GIFTS
at PATHFINDER 1116' 20' ← 214

Order Form

Personalization

Receiver's Name

Personalization Text

Closing

Sender's Name

Receiver Information

Name

Address1

Address2

City State Zip

Daytime Phone

Sender Information

Name

Address1

Address2

City State Zip

Daytime Phone

It is imperative that we receive your E-mail address in order to guarantee the successful processing of your order.

E-mail Address

Delivery Information

Delivery Date / / (Month/Day/Year)

Special Instructions

Credit Card Information

MasterCard Visa American Express Discover

Cardholder's Name

Card Number

Expiration Date / (Month/Year) ← 2000

25/39

FIG. 21A

http://homearts.com/ Welcome to HomeArts

Win a Sony Maximum Television System!

Your Computer Screen Wants You To Click Here.

HomeArts network

Station R & R Bloom Runway Planet
Family Late Kiss.Net Body & Lunch
Time Soul Newsstand

search
talk to others
write to us
who we are
guestbook
application

October 21, 1996

Today's Stories →

WINNING LOSING
Week two of your diet plan that will have you thinner in three weeks

21A1

HOME ARTS MARKETPLACE

more stories

REDBOOK
Good Housekeeping
Country Living
Popular Mechanics

YOUR QUESTIONS ANSWERED
By Dr. Joyce Brothers

ODE TO THE BLACK STUFF
It takes a patient soul to drink a pint of Guinness Extra Stout

PET RESCUE CLEARINGHOUSE
Why buy a pet when you can adopt one?

ROCKING HORSES
And other collectibles

21A0

26/39

FIG. 21B

http://homearts.com/market/Main/local.htm Market Place TOC

M E A R T n e t w o r k

MarketPlace

Four ways to shop at HomeArts

Galleria MARKETS

Visit our shops

HOMEARTS Flowers & GIFTS

flowers for all occasions

Catalog Connection

The ultimate catalog resource

Classifieds

Hundreds of ads

21B1

21B1

21B1

27/39

FIG. 21C

http://homearts.pcflowers.com/ Homearts Flowers & Gifts Home Page

HOMEARTS Flowers & GIFTS 2116 **24 Hour Availability**

GIFT Suggestions 102

One Dozen Roses 103 2103

Flower Basket 104

Balloon Bouquet 105

Fall Specials 106

Pledge 107

Flowers 117

shop by occasion 108

shop by category 109

links, lists & laughs 110

how it works 111

greeting cards online 112 2101

Patent Pending on PCF&G Private Label Program

All Orders Fulfilled by PC Flowers & Gifts Inc.

OPTIMAL VIEWING OF THE PC FLOWERS & GIFTS WEB SITE REQUIRES A WEB BROWSER THAT SUPPORTS AUTHENTICATION, FORMS, TABLES, AND BACKGROUNDS. TO PLACE AN ORDER, AN SSL ENABLED BROWSER IS REQUIRED.

© 1995 PCF&G 113' Talk to PCF&G 114' ? On An Order 115'

HOMEARTS 2117 2100

28/39

FIG. 22

http://flowerarts.pcflowers.com/occasion.htm PC Flowers & Gifts Shop by Occasion

HOMEARTS Flowers & GIFTS

2116

214

SHOP BY OCCASION

GIFT Suggestions 102

One Dozen Roses 103

Flower Basket 104

Balloon Bouquet 105

Fall Specials 106

202 birthday

203 anniversary

204 wedding

205 get well

206 baby

207 romantic/love

thank you 208

congratulations 209

thinking of you 210

sympathy 211

business 212

international 213

2201

214'

708

HOME

OCCASION CATEGORY HOW IT WORKS LINKS, LISTS & LAUGHS E-MAIL REMINDER

© 1995 PCFG 113'

Talk to PCFG 114'

? On An Order 115'

2200

TOESED INSET 8260

29/39

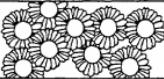
FIG. 23

http://homearts.gclowers.com/o_bday.htm PC Flowers & Gifts Birthday Gifts

HOMEARTS F l o w e r s
2116 & G I F T S 214

SHOP BY OCCASION

Birthday Gifts

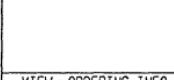
FTD Birthday Party Bouquet \$34.95

Start off any birthday celebration with a festive basket filled with colorful Carnations, Pompons, Daisies, Statice, Alstroemeria and greenery.
The FTD Birthday Bouquet comes complete with noisemakers and a Happy Birthday banner!

Delivery: FTD Select Florist From: FTD 301
FLOWERS BOUQUETS 303

Royal Velvet Roses \$34.95-\$74.95

If, as the poem suggests, your love is like a red, red Rose, only one flower will do: Royal Velvet. These are the big bright velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything "rosy". Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes twelve long stem roses.

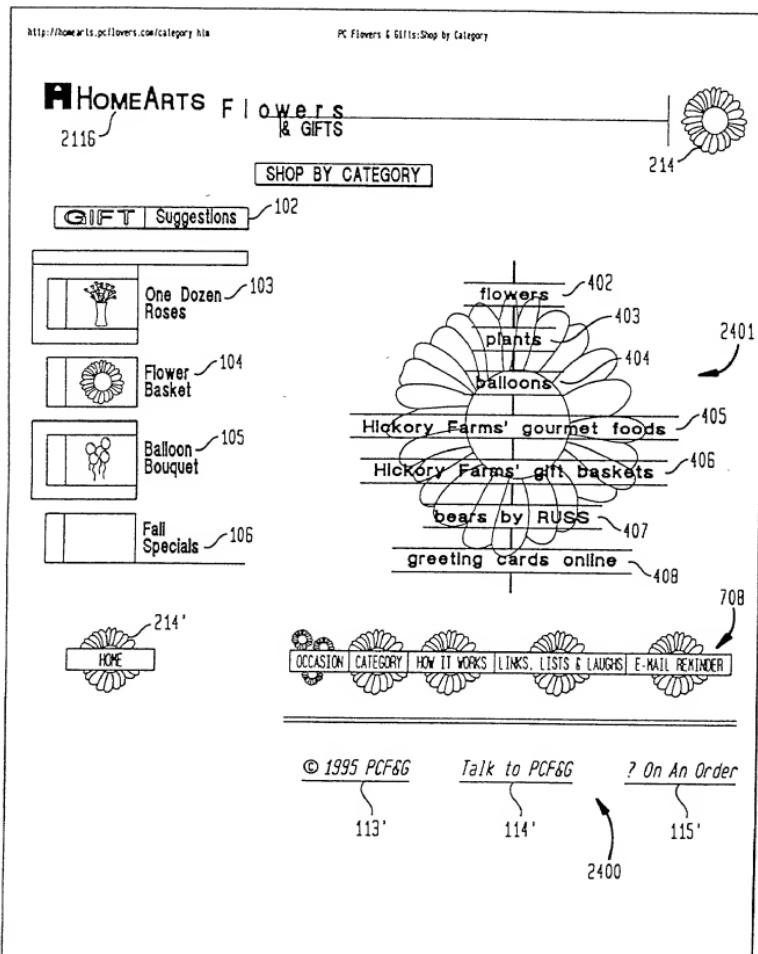
Yase Choices: No Yase, Crystal Mikasa Yase
Delivery: 2nd Day FedEx From: Nature's Blooms 302
FLOWERS DIRECT FROM GROWER 307

Superbatch Assortment \$44.95

Don't just give one bouquet, give a Superbatch! This vivid assortment of riotous color is actually five tremendous bunches of beautiful flowers and one enormous batch of greenery. That's enough flowers for every room in the house!

No two of these giant, field-of-flowers bouquets are exactly alike. It's like home decorator's dream come true. So many flowers, they won't know where to start! It's the largest assortment of four different flower varieties available at a wholesale price. Yase not included.

Delivery: 2nd Day FedEx From: Flowers Direct from the Grower 302
FLOWERS DIRECT FROM GROWER 307 2300

FIG. 24



31/39

FIG. 25

<http://homearts.petflowers.com/vendor33/balloons.htm>

PC Flowers & Gifts Balloons



HOMEARTS F l o w e r s

2116

& G I F T S
SHOP BY CATEGORY



Balloons

12 Latex Balloons

\$19.95

Balloon bouquets make any festive occasion a celebration!

Choose latex balloons in a rainbow of colors for bouquets that last several hours.

Delivery:FTD Select Florist From:FTD

501

Some Suggested Occasions Include:

BIRTHDAY

ANNIVERSARY

GET WELL

ROMANTIC LOVE

THINKING OF YOU

[VIEW • ORDERING INFO](#)

504

3 Mylar & 6 Latex Balloons

\$24.95

Balloon bouquets make any festive occasion a celebration!

Choose latex balloons in a rainbow of colors that last several hours and shimmer printed mylar balloons that last a few weeks.

Mylar Balloon Choices:Baby Boy, Baby Girl, Congratulations,Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

Delivery:FTD Select Florist From:FTD

502

Some Suggested Occasions Include:

GET WELL

BABY

ROMANTIC LOVE

THANK YOU

THINKING OF YOU

BUSINESS

[VIEW • ORDERING INFO](#)

505

6 Mylar Balloons

\$29.95

Balloon bouquets make any festive occasion a celebration!

Choose shimmer printed mylar balloons for bouquets that last a few weeks.

Mylar Balloon Choices:Baby Boy, Baby Girl, Congratulations,Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

Delivery:FTD Select Florist From:FTD

503

Some Suggested Occasions Include:

BIRTHDAY

ANNIVERSARY

GET WELL

ROMANTIC LOVE

BUSINESS

2500

32/39

FIG. 26

http://homearts.pcflovers.com/111.htm PC Flowers & Gifts:Links, Lists & Laughs

HOMEARTS Flowers & GIFTS

2116

LINKS, LISTS & LAUGHS

214

GIFT Suggestions 102

One Dozen Roses 103

Flower Basket 104

Balloon Bouquet 105

Fall Specials 106

holiday information 602

the language of flowers 603 2601

anniversary etiquette 604

birthday flowers & birthstones 605

all about roses 606

all about plants & flowers 607

web sites to visit 608

214

HOME

OCCASION CATEGORY HOW IT WORKS LINKS, LISTS & LAUGHS E-MAIL REMINDER 708

© 1995 PCFG 113' 114' 2600 115' ? On An Order

FIG. 27

TOURS OF HOMEPAGE

The diagram illustrates a website layout with the following components:

- Header:** PC Flowers & Gifts.How It Works | <http://homearts.pcflowers.com/how.htm>
- Logo:** HOMEARTS F l o w e r s & G I F T S
- Navigation:**
 - HOW IT WORKS
 - GIFT Suggestions (with sub-options: One Dozen Roses, Flower Basket, Balloon Bouquet, Fall Specials)
 - HOME (with a flower icon)
 - Occasion Category How It Works Links Lists & Laughs E-mail Reminder
- Content:**
 - One Dozen Roses (103)
 - Flower Basket (104)
 - Balloon Bouquet (105)
 - Fall Specials (106)
 - About PC flowers (702)
 - Supplier Information (703)
 - Delivery Information (704)
 - Satisfaction Guaranteed (705)
 - E-mail Gift Reminder (706)
- Footers:**
 - © 1995 PCFGG (113')
 - Talk to PCFGG (114')
 - ? On An Order (115')
 - HOMEARTS (2117) (with a flower icon)
 - 2700 (with a curved arrow pointing to the bottom right)

34/39

FIG. 28

http://homearts.pcflovers.com/home.htm_email.htm

PC Flowers & Gifts/About PC Flowers



2116

& GIFTS

HOW IT WORKS



214

E-Mail Holiday Reminder

Never miss an important occasion again! With our E-Mail Reminder Service, we'll remember for you. Just choose an occasion from the list or enter your own. Our E-Mail will give you plenty of time to pick out just the right gift.

Holiday

Customized Event	<input type="button" value="Up"/>
Feb 14 Valentine's Day	<input type="button" value="Down"/>
Apr 24 Secretaries' Day	<input type="button" value="Left"/>
May 12 Mother's Day	<input type="button" value="Right"/>
May 27 Memorial Day	<input type="button" value="Delete"/>

Custom Event

801

Month/Day /

E-Mail Address



HOME



© 1995 PCF&G

113'

Talk to PCF&G

114'

? On An Order

115'

HOMEARTS ~ 2117

2800

35/39

FIG. 29A

PC Flowers & Gifts: Item Information

<http://homearts.pcflowers.com/rendor03/PR12.htm>

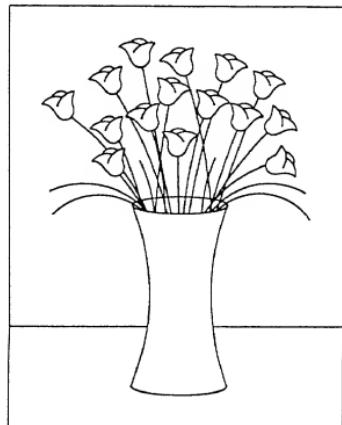
HOMEARTS FLOWERS
2116 & GIFTS



[ITEM INFORMATION]

Royal Velvet Roses

\$34.95-\$74.95



If, as the poem suggests, your love "is like a red, red Rose," only one flower will do: Royal Velvet. These are the big, bright, velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything "rosy." Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes twelve long stem roses.

Delivery: 2nd Day FedEx

From: Nature's Blooms

Choose Vase:

No Vase: (\$34.95):

PLACE ORDER \$34.95

901

Crystal Mikasa Vase (\$74.95):

PLACE ORDER \$74.95

902

FLOWERS

DIRECT FROM GROWER

BIRTHDAY

ANNIVERSARY

ROMANTIC LOVE

CONGRATULATIONS

THINKING OF YOU

2900

708

214' HOME

OCCASION | CATEGORY | HOW IT WORKS | LINKS, LISTS & LAUGHS | E-MAIL REMINDER

36/39

FIG. 29B

PC Flowers & Gifts:Item Information

<http://homearts.pcflowers.com/vendor03/FR12.htm>

© 1995 PCF&G Talk to PCF&G ? On An Order
113' 114' 115'

 **HOMEARTS** ~ 2117

https://www.pcflowers.com/cgi-bin/order_gen.cgi?12423-36846/render0

PC Flowers & Gifts: Order Form



2116

214



Order Form

Personalization

Receiver's Name

Personalization Text

Closing

Sender's Name

Receiver Information

Name

Address1

Address2

City

State

Daytime Phone

Sender Information

Name

Address1

Address2

City

State

Daytime Phone

It is imperative that we receive your E-mail address in order to guarantee the successful processing of your order.

E-mail Address

Delivery Information

Delivery Date

/ / (Month/Day/Year)

Special Instructions

Credit Card Information

MasterCard

Visa

American Express

Discover

Cardholder's Name

Card Number

Expiration Date

/ (Month/Year)

3000

Place The Order

402760-1452742/0

FIG. 31

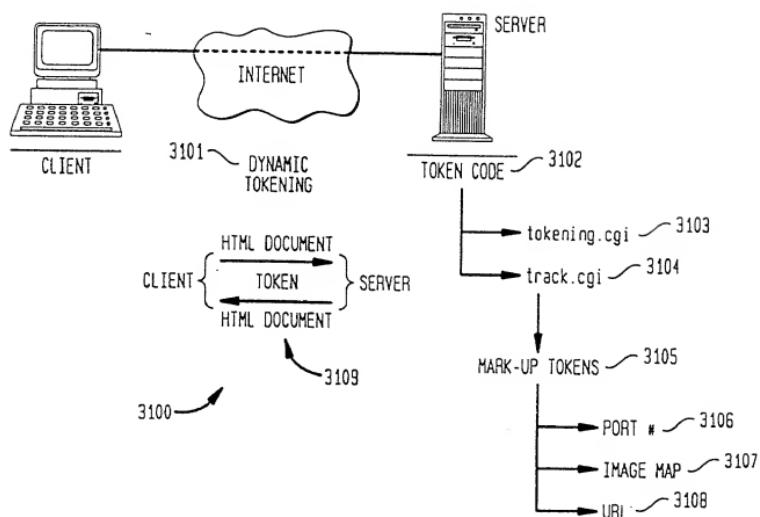


FIG. 32

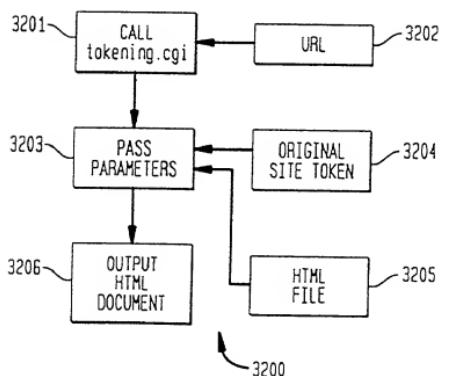


FIG. 33

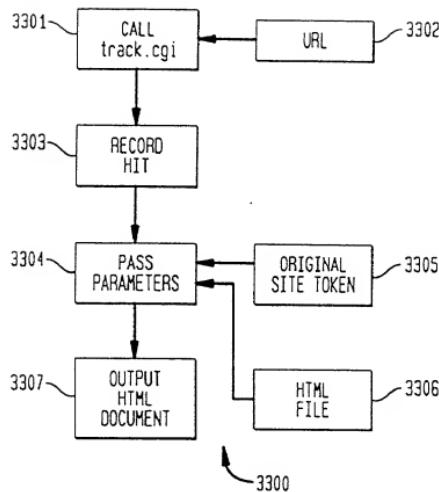


FIG. 34

